

REMARKS

Claims 1-34 are pending. Claims 1, 12 and 23 are independent.

The examiner uses Clanton to reject claims 1, 2, 4-6, 8, 12-17, 23, 24, 26 and 27 as having been anticipated.

Claims 1, 12 and 23, as amended, recite "a communication module coupled to a network to receive localized content, the localized content targeted to a particular locality," or similar language. Clanton fails to disclose or describe this claim feature.

Clanton discloses a graphical user interface that can include extras:

Extras are manifestations of advertising which wander randomly throughout the back lot metaphor. [Clanton, col. 11, lines 64-65]

Extras may also advertise related services available to the user, including for example, pizza delivery services, local/national merchants, or news, weather or sports programming. [Clanton, col. 12, lines 14-17].

But no where does Clanton disclose or suggest localized content targeted to a particular locality. Accordingly, claims 1, 12 and 23 are not anticipated by Clanton.

The examiner uses Clanton and LaJoie to reject claims 3, 9, 18-22, 25, 28-30 and 32-34 as having been obvious.

Claims 1, 12 and 23, as amended, recite "a communication module coupled to a network to receive localized content, the localized content targeted to a particular locality," or similar language. Clanton and LaJoie fail to teach or suggest this claim feature.

Clanton is discussed above. LaJoie merely teaches an interactive programming guide having themes:

The theme mode of the present invention displays program information on programs which were, are, or will be available for viewing based upon a user selected theme category. Once a theme category has been selected, all programs within that theme are displayed to the user. [LaJoie, col. 6, lines 26-30]

This is very different from localized content targeted to a particular locality. Accordingly, claims 1, 12 and 23 are not obvious in view of Clanton and LaJoie.

Claims 3, 9, 18-22, 25, 28-30 and 32-34, depend upon, and add further limitations to, claims 1, 12 and 23. Accordingly, Claims 3, 9, 18-22, 25, 28-30 and 32-34 are not obvious in view of Clanton and LaJoie.

The examiner uses Clanton and Hassell to reject claims 7-11 as having been obvious.

Applicant's claim 1, as amended, recites "a communication module coupled to a network to receive localized content, the localized content targeted to a particular locality." Clanton and Hassell fail to teach or suggest this quoted claim feature.

Clanton is discussed above. Hassell teaches an electronic program guide with digital storage:

[0006] This and other objects of the invention are accomplished in accordance with the principles of the present invention by providing an interactive program guide system with digital storage that allows the program guide to be used to provide more advanced features than previously offered by interactive program guide systems. [Hassell, paragraph 0006]

No combination of Clanton and Hassell can teach or suggest a communication module coupled to a network to receive localized content, the localized content targeted to a particular locality. Accordingly, claim 1 is not obvious in view of Clanton and Hassell.

Claims 7-11 depend upon, and add further limitations to, claim 1. Accordingly, claims 7-11 are not obvious in view of Clanton and Hassell.

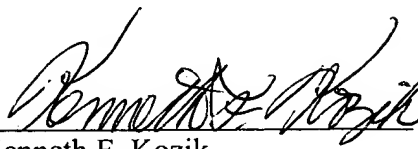
It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this paper, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

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